National Student Electronic Media Convention

[N] Pre-Convention Workshop [R] Registration [L] Socials and Receptions

OCTOBER 26 • WEDNESDAY

9:00am – 4:00pm	N	**Pre-Convention Session: Basic Video Editing with Adobe Premiere** *Speakers: Adelina Cooper* In this pre-con workshop, you'll learn the basics of shooting and editing digital video and turning that content into a short film or promotional video. In this day-long workshop, we'll start the day by walking around Baltimore gathering footage with your camera, which you'll edit later. As we are out gathering footage, you'll also pick up some fun in-camera editing tricks that will take your video production to the next level. In the second half of this workshop, you'll learn about media management, digital workflow, and an introduction to Adobe Premiere. From there we'll edit practice video or footage shot in the morning into some basic editing sequences and explore the concept of compressed time, matched action, and sequencing. Finally, we'll learn some of the most popular exporting formats for social media, YouTube, and showing your work on a screen. Plan to bring your camera and computer with Adobe Premiere already installed (there is a free fully functional 30-day trial version available for download from adobe.com). You need at least 8 GB/RAM and 25 GB of local storage on your hard drive. Don't forget you'll also need a way to import your video from your camera.	Carroll
9:00am – 4:00pm	N	**Pre-Convention Session: Recording, Mixing and Post-production with Adobe Audition** *Speakers: Anabella Poland, Sean McDonald* You know the basics of Adobe Audition, now take your knowledge and skills to the next level. In this full-day event, we will review the basics of proper live recording and mixing with local recording artist Skribe, and then move into the more detailed post production skills. This includes music mixing, pacing and levels. Other areas include compressions, voice to video (ADR), removing unwanted noise and overall energy of audio. When done, you will have the skills to take your production skills back to your station and produce the best work that you have ever done. Plan to bring your computer with Adobe Audition already installed (there is a free fully functional 30-day trial version available for download from adobe.com). You need at least 8 GB/RAM and 25 GB of local storage on your hard drive.	Tubman
4:30pm – 6:00pm	R	**Registration Open** Pick up your badges and bags and get to know other convention attendees.	Holiday Ballroom 6
6:00pm – 7:00pm	L	**Student Welcome Social** *Speakers: Clara Ketchell* All students are invited to the pre-convention student social mixer. Get to know your fellow student media members from around the country. Come to play games, eat snacks and kick off the convention. Learn about other media outlets and share your own experiences with your peers. Snacks and non-alcoholic beverages will be provided.	Carroll

[C] Cybercast [P] Panel [D] Roundtable [S] Session [L] Socials and Receptions [V] Vendor Session [E] Vendors

OCTOBER 27 • THURSDAY

8:30am – 5:00pm	E	**Registration and Vendor Exhibition Hall Open** Meet our convention sponsors and get to know their products and services. Plus, pick up your badges, bags and convention goodies. Visit the live Cybercast from 9 a.m. - 5 p.m and sign up here if space is still available.	Holiday Ballroom 6
9:00am – 9:50am	P	**Don't Sell My License: Staying Relevant at your University** *Speakers: Christopher Keppler, Jasen Sokol* Shrinking budgets and a perception held by some that radio is "dead" anyway makes it more important than ever to prove your relevancy on campus. Learn how to keep your station safe.	Holiday Ballroom 2
9:00am – 9:50am	P	**The Next Generation of Broadcast Engineers** *Speakers: Owen Cooper, Kent Kramer, Scott Uecker* Not every student has the skills or the talent to be on the air. Even if they did, there are not enough on-air jobs available to accommodate recent graduates. However, the broadcast industry is in desperate need of graduates who have the passion and technical aptitude to join the engineering profession. How do colleges attract and educate the next generation of technical professionals? How can students pursue broadcast engineering careers without getting an engineering degree? What can happen in traditional media programs for students to follow this pathway?	Holiday Ballroom 1
9:00am – 9:50am	D	**Roundtable: TBD**	Johnson
9:00am – 10:00am	C	**Cybercast: Montclair State University** Featuring students from Montclair State University. Listen online here.	Holiday Ballroom 6
10:00am – 10:50am	P	**College Radio: Navigating through a Post-Pandemic World** *Speakers: Kristin Acheson, Derek Jones, Bobby Steiner, Leo Kirschner* Rowan Radio and WSOU examine challenges they faced during COVID in several areas including programming, content creation, staffing, promotions and more. Plus, they will discuss how they addressed those challenges during the height of the pandemic and in the current period.	Holiday Ballroom 3
10:00am – 10:50am	D	**Roundtable: Student Radio Managers** *Speakers: Kelsey Brannan, Clara Ketchell* Geared primarily towards program directors and station managers, this roundtable discussion is to get students in conversation with each other about the triumphs, trials and tribulations of working in college radio.	Johnson
10:00am – 10:50am	S	**Covering Women's Sports in 2022** *Speakers: Jonathan Heite, Joe Matthews* This session will highlight WSOU's experience operating as the flagship station for Seton Hall's Division 1 women's basketball program. We will highlight our experience broadcasting each game live on FM, as well as traveling with the team to away games and tournaments. Also taking "Hall Line, "our 50+ year running men's basketball call-in post-game show, and implementing it for the women's team last year. We will also highlight our social media and how we help to promote the team there as well. Additionally discussing our coverage of the Seton Hall Division 1 women's soccer, volleyball and softball teams. We also will highlight "Coast to Coast," a podcast we ran to highlight and promote coverage of women's basketball.	Ruth
10:00am – 10:50am	S	**Finding Your Voice with Audio and Radio Production** *Speakers: Rob Quicke* This workshop session provides a unique identity-centered approach for students to create audio content that matters to them. This session offers a practical approach to creating audio content, a toolkit that invites students to take an interest in the world around them and to work with others who are on the same journey of self-discovery. They will learn how to use sound to express themselves in a variety of ways, and by doing so, find their own voice.	Holiday Ballroom 2

10:00am – 10:50am	S	**Radio Imaging: A How-To** *Speakers: Anabella Poland* Learn the approach and steps to produce great radio station imaging. Make your station name stand out through the use of voice, music and sound effects.	Holiday Ballroom 1
10:00am – 10:50am	V	**Vendor Session: SPINITRON featuring special Guest David Klann** *Speakers: David Klann, Eva Papp* Acclaimed soloist David Klann joins Eva Papp of the SPINITRON trio in an interactive Q&A jam. Bring your questions to see if they can answer on topics including playlists, web, charts, automation, webcast live streams and archives, music licensing, reporting and recognition, and broadcast engineering.	Latrobe
10:00am – 11:00am		**Cybercast: TBD** This Cybercast slot is open. To sign up, visit the registration table in Holiday Ballroom 6. Listen online here.	Holiday Ballroom 6
11:00am – 11:50am	P	**50 Promotions Ideas in 50 Minutes** *Speakers: Dan Schumacher, Brian Lucas* How do you promote your media outlet? Looking for ideas that have worked for other schools? Bring ideas to the session and take home a few new ones!	Holiday Ballroom 2
11:00am – 11:50am	P	**Coaching On-Air Personalities** *Speakers: Anabella Poland, Scott Uecker* With the disappearance of small market opportunities and the prevalence of voice tracking, a student must leave college with more polished skills than ever before to start an on-air career in a medium or larger market. The presenters will explain how they coach performance and what a student who is passionate about being on the air needs to know to become a professional air personality.	Holiday Ballroom 1
11:00am – 11:50am	P	**Improving your Personal Image for your Media Outlet** *Speakers: Lisa Marshall* Student media members not only have a lot of pressure to perform on air, but also act as faces of media outlets to the university and community. Get a crash course in everyday professionalism skills to make sure you're not misrepresenting your station outside the studio. Actions you think are acceptable may actually be a disservice to your outlet. Come willing to accept frank advice and learn from the missteps of other student leaders.	Latrobe
11:00am – 11:50am	D	**Roundtable: Student Radio Program Directors** *Speakers: Joey Nardone* This roundtable is for current, past or aspiring program directors. Participants in this roundtable will discuss the programming practices, training and problem-solving techniques used at their stations.	Johnson
11:00am – 11:50am	S	**Play-by-Play Basics** *Speakers: Geoff Arnold* From game prep, differences between radio and TV and working with a partner, Baltimore Orioles play-by-play announcer Geoff Arnold brings his multi-decade major league, minor league and college broadcasting experience to help.	Holiday Ballroom 3
11:00am – 11:50am	S	**Vendor Session: Reaching Your Audience Where They Are** *Speakers: Andrew Bock, Rob Deichert* TuneIn's Rob Deichert and Andrew Bock will give an overview of the complete landscape of listening options available to consumers today, in addition to what's coming. We'll help you understand in greater detail the potential to connect with your existing listeners wherever they are as well as find new ones. Bring your questions about all things digital including smart speakers, connected devices, automotive and more.	Ruth
11:00am – 12:00pm	C	**Cybercast: University of Kentucky** Featuring Sydney Malatesta, University of Kentucky. Listen online here.	Holiday Ballroom 6
12:00pm – 1:00pm	C	**Cybercast: Rob, University of Kentucky** Listen online here.	Holiday Ballroom 6
1:00pm – 2:00pm	C	**Cybercast: University of Mount Union** Shaun Harris, University of Mount Union	Holiday Ballroom 6

1:30pm – 2:20pm	P	**How-To: Membership Drive** *Speakers: Bobbi Washechek, Bob Long, Jack Bugee, Corey Teuton* Join us for a panel discussion with students, staff, and faculty from Streetsboro High School 88.9 FM and University of Kansas KJHK 90.7 FM discussing their new and old tactics for implementing a membership drive fundraising campaign. They will cover all aspects of a membership drive with topics like marketing, goal setting, on-air pitching, donation software, thank you gifts, customer service etiquette and more.	Holiday Ballroom 3
1:30pm – 2:20pm	P	**Play-by-Play Preparation** *Speakers: Anabella Poland, Scott Uecker* Calling games on radio, television, or the web is a lot of fun. Those who excel can make play-by-play announcing into a career. But just like the players who work all week leading up to the big game, it's the preparation for the broadcast that may determine success. Learn how to obtain the information you need from a variety of sources to sound like an expert and how to put it all together into a usable format, so everything is accessible at the right moment.	Latrobe
1:30pm – 2:20pm	D	**Roundtable: Women in Broadcast Media** *Speakers: Parker Luellen*	Johnson
1:30pm – 2:20pm	S	**Engaging Audiences Through Music: A Conversation with Vevo's Jordan Glickson** *Speakers: Jordan Glickson, John Owens* Music continues to be a critical programming element for college and commercial radio stations. But how can college radio stations keep their music-oriented content fresh and relevant in the age of streaming? Jordan Glickson, Vice President of Music and Talent at Vevo, will provide his insight on how student-run stations should think about their music-oriented content and their relationship with artists and labels.	Holiday Ballroom 2
1:30pm – 2:20pm	S	**Theater of the Mind: Setting the Scene (Audio Storytelling)** *Speakers: Matthew Cunningham* Want to produce quality audio stories like those you hear on the radio? This session focuses on the techniques which utilize the audio medium to its fullest extent. By incorporating sound elements, music, a visual narrative and securing the right subjects to explain the issues, producers and reporters will create unique, relevant content.	Holiday Ballroom 1
1:30pm – 3:20pm	S	**DOUBLE LENGTH SESSION: Screenwriting 101: Learn How to Write your Script Today** *Speakers: Rick Dunkle* Veteran writer-producer Rick Dunkle ("Criminal Minds"/"Deputy") presents the basics on writing for the screen — finding a great premise; developing stand-out characters; the fundamentals of scene structure, and how to execute your script in a timely — and coherent — fashion. Recently appointed Assistant Professor of Practice in Communication and General Manager of UIndyTV at the University of Indianapolis, Rick breaks down everything you need to know to get that great idea out of your head and onto the page.	Ruth
2:00pm – 3:00pm	C	**Cybercast: TBD** This Cybercast slot is open. To sign up, visit the registration table in Holiday Ballroom 6. Listen online here.	Holiday Ballroom 6
2:30pm – 3:20pm	P	**I'm in Charge. Now What?** *Speakers: Maddie Jennette, Galen Perkins, Jamie Lynn Gilbert* You've become a manager at your student-run media outlet. Congratulations! Now what do you do? How will you set and meet goals? Can you manage a friend without ruining your friendship? Your station's success, and yours, depends a lot on how you manage others and yourself. This session will cover basic management techniques for student media, from running an effective meeting to establishing priorities to time management. No matter your background or experience, you can be an effective station leader.	Holiday Ballroom 3
2:30pm – 3:20pm	P	**Navigating and Maintaining Mental Health in College Media** *Speakers: Tara Howell* Whether your a small part of the team or the station manager, keeping on top of your mental health in these trying times is a struggle. Tara talks about her own self-care and how you can make sure you and your team are OK. A professional therapist will also be on hand to discuss options, tools and techniques that can keep everyone afloat. Want to talk more? Stick around for The Decompression Session roundtable at 3:30 p.m.	Holiday Ballroom 2
2:30pm – 3:20pm	D	**Roundtable: Radio Advisers Only** *Speakers: Evelina Galova-Iossifov*	Johnson

2:30pm – 3:20pm	S	**Networking in a Digital World** *Speakers: Rob Deichert, Dana Schaeffer* Networking was a lot easier before the pandemic, but now in a world where there's still some hesitancy to meet in person, how do you connect with people on a deeper level? Learn how to reach out to hard-to-reach people, how to "meet" with them and how to network creatively in general. Bring your questions about the industry, how to get your foot in the door and how to prepare while you wait for that "big break!"	Holiday Ballroom 1
2:30pm – 3:20pm	S	**Producing a Sports Talk Show** *Speakers: Jake Murren* Learn how to produce a sports talk show from start to finish, including assigning roles, forming outlines, assigning and reviewing interviews and packages, engaging with your audience through social media and post-show production.	Latrobe
3:00pm – 4:00pm	C	**Cybercast: Faith Roberts, University of Kentucky** Listen online here.	Holiday Ballroom 6
3:30pm – 4:20pm	P	**Getting Your First Job in Radio** *Speakers: Rodger Smith, Jessica Mills, John Laur, Jr., Amelia Ryerse* In a constantly evolving business, it's important to be well-informed about all that is happening in the media business. Being able to set yourself apart from other graduates and those who are just beginning in the business is important to success. Times are different and with social media being the new paper resume, it's important to know how to use it to your benefit and what NOT to do, too. This session will help those wanting to break into the industry — and those who have already started — learn how to stand out. Learn from professionals the new ways of doing so in the competitive world of the media business.	Holiday Ballroom 1
3:30pm – 4:20pm	D	**Roundtable: College Media at Small Schools** *Speakers: Brian Gregory, Anthony Cerulli, Tino Infante-Hernandez*	Johnson
3:30pm – 4:20pm	D	**Roundtable: The Decompression Session (Mental Health in College Media)** *Speakers: Coleen Schrepfer, MD, MS PT, Tara Howell* Follow-up discussion for "Navigating and Maintaining Mental Health in College Media."	Holiday Ballroom 2
3:30pm – 4:20pm	S	**Drone Operation Rules and Regulations plus a Hands-On Experience** *Speakers: David Opitz* Everyone wants a drone, but there are also a lot of risks and rules for their operation. Dave is an FAA licensed commercial drone operator and adviser to the UAV Club at Loyola. You've seen some of his footage in the promo video for the conference. In addition to the do's and don'ts for operation, Dave will have on hand a store bought and a home-built drone to discuss the options for your budget and media operation. Weather permitting, he will also head outside after the session to show launch and filming with a drone.	Holiday Ballroom 3
3:30pm – 4:20pm	S	**Engaging Podcasts Using College Knowledge** *Speakers: Matthew Cunningham* Are you utilizing the unique knowledge and talent of your college or university community? This session will go beyond simple promotion by exploring ways to develop creative partnerships across departments to develop successful topic driven podcasts which showcase both the college and leaders in an area of expertise.	Ruth
3:30pm – 4:30pm	P	**Vendors Are People, Too** *Speakers: Eva Papp, Jessica Shute, Sean McDonald* While we all have preferred vendors we may work with because of pricing or ease of purchasing, many advisers aren't fully utilizing their vendors beyond the quotation. Vendors build relationships with manufacturers and other clients similar to us. In other words: they work with the companies our students are trying to get a job with! This session will be presented by an adviser and two vendors, and will explore how vendors can help with internships, networking, job opportunities, and more. Discussion is welcomed, so please come with questions and share your experiences!	Latrobe
4:00pm – 5:00pm	C	**Cybercast: John Carroll University** Cybercast featuring Zachary Sinutko, Emily Davala and Collin Kennedy of John Carroll University. Listen online here.	Holiday Ballroom 6

5:30pm – 7:30pm	L	**Swag Swap Social featuring James Von Lenz** Bring your media outlet's pens, key chains, stickers and T-shirts to swap at this opening night social event. Network with your peers while scoring free stuff. No swag? No problem! Come and get promo ideas and vendor suggestions so you'll be ready for next year. Age-appropriate beverages provided on a first-come, first-served basis. Featuring artist James Von Lenz!	Diamond Tavern

[1] 1:1 [C] Cybercast [M] Meeting [P] Panel [D] Roundtable [S] Session [L] Socials and Receptions [T] Tours

[V] Vendor Session [E] Vendors

OCTOBER 28 • FRIDAY

8:30am – 5:00pm	E	**Registration and Vendor Exhibition Hall Open** Meet our convention sponsors and get to know their products and services. Plus, pick up your badges, bags and convention goodies. Visit the live Cybercast from 9 a.m. - 5 p.m and sign up here if space is still available.	Holiday Ballroom 6
9:00am – 9:50am	M	**General Session: Membership Meeting** *Speakers: Anabella Poland* All CBI members (students and faculty/staff) are encouraged to attend its annual membership meeting. CBI board members will provide updates on the state of the organization and give you an opportunity to share what you want from CBI.	Holiday Ballroom 1
9:00am – 10:00am	C	**Cybercast: San Antonio College** Cybercast featuring David Aleman, San Antonio College. Listen online here.	Holiday Ballroom 6
9:00am – 10:30am	T	**Special Program: WBAL studios tour** Proof of full COVID-19 vaccination will be required. Sign ups are open here.	TBA
10:00am – 10:50am	P	**Care and Feeding of Your Alumni** *Speakers: John Devecka* Your alumni can be a reservoir of knowledge and help for your current media operation, but only if you choose to use them. This session will help with ideas from initial contact to regular communication and dive into reunions and a Hall of Fame.	Holiday Ballroom 3
10:00am – 10:50am	P	**Thinking about Grad School?** *Speakers: Curt Krouse, Bobbi Washechek* *Exhibitors: Julie Collins* *Sponsors: Julie Collins* Are you considering graduate school, but not sure where to start? Or, have you started your search, but need to know how to pick the best place for you? Or, are you ready to gather materials and apply? No matter what stage you're in, learn the best way to take the next steps.	Holiday Ballroom 1
10:00am – 10:50am	D	**Roundtable: I'm in Charge. Now What? For New Advisers** *Speakers: Jamie Lynn Gilbert*	Johnson
10:00am – 10:50am	S	**Ask the Engineer** *Speakers: Drew Pinkney* Do you have tech questions? FCC questions? Tower questions? Bring them, and all your other engineering mysteries, to be answered in this session.	Latrobe
10:00am – 10:50am	S	**On Demand: Celebrating your Voice through Podcasting** *Speakers: Matthew Cunningham* Ever wonder how your favorite podcasters come up with their unique premise? Some of the most successful podcasts celebrate the specific passion and purpose of hosts, producers while building a loyal audience interested in those subjects. Creating a "uniquely you" show is not always the easiest to do. In this session we will work through a process to help you find your podcast idea and create some potential segments to build a loyal audience.	Holiday Ballroom 2
10:00am – 11:00am	C	**Cybercast: St. Francis College** Cybercast featuring Tino Infante-Hernandez, Anthony Cerulli and Brandon Gonzalez, St. Francis College.	Holiday Ballroom 6

10:00am – 12:00pm	1	**Resume and Reel Reviews** *Speakers: Lisa Marshall* Update: These sessions have filled. If you receive a confirmation email for a 1:1, please meet in Ruth at your appointed time. 10-10:15 a.m. - Tyler Viator 10:15-10:30 a.m. - Trenton Upchurch 10:30-10:45 a.m. - Logan Potosky 10:45-11 a.m. - Brandon Pierce 11-11:15 a.m. - Ryan Chien 11:15-11:30 a.m. - Brett Rosen 11:30-11:45 a.m. - Marques Brown 11:45 a.m. - noon - Lauren Kincaid	Ruth
11:00am – 11:50am	D	**Roundtable: Faculty and Teaching in Student Media** *Speakers: Josh Robinson*	Johnson
11:00am – 11:50am	S	**Crafting the Audio Essay** *Speakers: Arionne Nettles* Like a traditional written essay, audio essays have a strong place the world of journalism: They can help examine connections to the past, explain our present, and help document our history. And, audio essays have the unique opportunity to use voice to connect with audiences, to lean into the power of sound design, and to transport audiences to other places and other times. The proposed session will guide both new and experienced audio journalists in how to report, structure, and script personal essays as sound-rich audio narratives for podcasts and radio news, including how to think through a strong, relatable thesis that also has news value. The session will be taught by Arionne Nettles, who obtained bachelor and master of business administration degrees from Florida A&M University's School of Business and Industry and a master of science in journalism degree from Medill School. She is currently pursuing a PhD in educational leadership at DePaul University. As a culture reporter in print and audio, her stories often look into Chicago history, culture, gun violence, policing and race & class disparities. Her own audio essay, "How My Grandparents Helped Shape Chicago's Blues Industry," was nominated as a finalist for a National Association of Black Journalist award in the audio documentary category in 2020. That category was won that year by another story she reported, "Ida B. Wells' Lasting Impact On Chicago Politics And Power."	Holiday Ballroom 3
11:00am – 11:50am	S	**I'm in the Radio Industry. AMA** *Speakers: Andrew Bock, Dana Schaeffer* Bring your questions about preparing for your future, networking, how to capitalize in college, what to do after graduation and how to make a name for yourself while starting from scratch, and branding — which is wildly important right now. Ask a former college broadcaster who made it into the pros and has worked in major markets across the country.	Holiday Ballroom 1
11:00am – 11:50am	S	**Strategic Planning for Student Media** *Speakers: John Morris* Strategic planning is seldom taught but it is a must-have skill for leaders in any field. Every leader has ideas, but few know how to develop realistic plans to accomplish them. In this session, you'll learn how to get your leadership team to work together on setting goals and how to create effective plans to achieve them. This session is for student leaders and advisers/instructors.	Latrobe
11:00am – 12:00pm	C	**Cybercast: Otterbein University** Cybercast featuring Eric Jones, Otterbein University. Listen online here.	Holiday Ballroom 6
12:00pm – 1:00pm	C	**Cybercast: University of Wisconsin Madison** Cybercast featuring Will Mandel, Camila Trimberger-Ruiz and Anna Thompson, University of Wisconsin Madison. Listen online here.	Holiday Ballroom 6

12:30pm – 2:45pm	T	**Special Program: Baltimore Ravens Stadium Tour** Sign ups are open here.	TBA
1:00pm – 2:00pm	C	**Cybercast: Loyola University Maryland** Cybercast featuring John Devecka, Loyola University Maryland.	Holiday Ballroom 6
1:30pm – 2:20pm	P	**Be Fresh and Relevant: Why creating distinctive content is critical to the future of radio** *Speakers: John Morris, John Owens, Sean McDonald* Audiences today have 24-7 access to an infinite amount of customizable audio and video content through their phones. Developing distinctive programming is not only important to the growth of your college station, but it's also critical for the survival of commercial radio. Come learn what it means to engage your audience in 360 °, tell us about innovative content you're currently producing and brainstorm ideas that can help your station stand out!	Holiday Ballroom 3
1:30pm – 2:20pm	P	**News Coverage Post Pandemic** *Speakers: Lisa Marshall, Glenn Schuck* How has news coverage changed post pandemic?	Holiday Ballroom 2
1:30pm – 2:20pm	P	**Records are Meant to be Played … and Broken** *Speakers: Jasen Sokol, Emily Davala, Zachary Sinutko, Collin Kennedy* In February 2022, students from WJCU conducted the world's longest radio interview, garnering worldwide attention and media coverage in the process. The panel will cover planning for a Guinness World Record attempt, how to gain traditional and social media attention, how two students managed to talk to each other for 25.5 hours, and how you can use a world record attempt to benefit your station.	Holiday Ballroom 1
1:30pm – 2:20pm	D	**Roundtable: Web-Only Stations** *Speakers: Rodger Smith*	Johnson
1:30pm – 2:20pm	V	**Vendor Session: Use Sound Design to Transform Your Storytelling** *Speakers: Jonathan Hurley* Learn how to layer natural sound, music and ambiance to craft scenes of interest that elevate your storytelling. By changing how you think of audio production, you can learn how to storyboard and outline so that you can direct your vision and not just produce content.	Ruth
1:30pm – 3:20pm	S	**DOUBLE LENGTH SESSION: Getting it Right: Covering trans students in and out of the newsroom** *Speakers: Adelina Cooper* During this session we'll discuss basic tips on covering trans students in campus media. We'll talk about some of the specific issues trans students face and suggest some ways to tell those stories. Finally, we'll offer advice on supporting trans students in the newsroom.	Latrobe
2:00pm – 3:00pm	C	**Cybercast: Streetsboro High School** Cybercast featuring Grant Miller and Ty Paul, Streetsboro High School. Listen online here.	Holiday Ballroom 6
2:30pm – 3:20pm	P	**Teaching and Learning Tools to Keep after the Pandemic** *Speakers: Lisa Marshall, Brian Gregory, Cam Stone, Anthony Cerulli, Tino Infante-Hernandez* During the COVID-19 pandemic, we all learned new skills and tools to keep in touch and produce content remotely. Which of these tools should we hang on to, for teaching and learning, now that we're back in person?	Holiday Ballroom 2
2:30pm – 3:20pm	D	**Roundtable: College Radio Music Directors** *Speakers: Patrick Ritter*	Johnson
2:30pm – 3:20pm	S	**Getting Started in Public Radio** *Speakers: Hannah Copeland* Learn about the careers available in public radio, and how the system works for students who may be interested in joining. Learn what skills and qualifications are needed to get your foot in the door, and advice on how to make a good impression.	Holiday Ballroom 1

2:30pm – 3:20pm	S	**Preparing for an FCC Inspection – Online and In-Person** *Speakers: Seth Williams, Sara Hinkle* This panel will answer questions about and discuss the FCC inspection process, including Online Public Inspection File requirements, from both a legal and engineering perspective. It will discuss the FCC technical and administrative rules pertinent to college broadcast stations and identify the most common violations and pitfalls to avoid. It will also cover what types of sanctions the FCC may issue for various violations and what to do if you receive a sanction. Please come prepared with questions.	Holiday Ballroom 3
2:30pm – 4:20pm	S	**DOUBLE LENGTH SESSION: Content Analysis: Teach Yourself To Write Any Genre in TV, Film, or Beyond** *Speakers: Rick Dunkle* Hollywood Writer-Producer (“Criminal Minds”/”Deputy”) and College Professor (University of Indianapolis) Rick Dunkle offers his insights on how you can break down any script or piece of content to figure out the essential elements to creating content in a similar vain. Whether you’ve always wanted to learn how to write a crime show, or you don’t know how to turn your idea into the next Star Wars, this seminar will teach you how to emulate the greats while making content that’s uniquely yours.	Ruth
3:00pm – 4:00pm	C	**Cybercast: Middlesex Community Technical College** This Cybercast slot is open. To sign up, visit the registration table in Holiday Ballroom 6. Listen online here.	Holiday Ballroom 6
3:30pm – 4:20pm	P	**Can You TikTok the News?** *Speakers: Dana Schaeffer, Craig Duff, Chris Vazquez* TikTok can support the reach, reputation, and relevancy of news organizations. This session will explore how this platform can become a positive experience for media companies and how college journalists can bring new insights and inspiration to the broadcasters they aspire to work for.	Latrobe
3:30pm – 4:20pm	P	**Spinning Vinyl: Using Vinylthon as an Exciting Event for Your Radio Station** *Speakers: Rob Quicke, Tim Craig* Now into its eighth year, Vinylthon is the day when college radio stations go all-vinyl to raise money for student scholarships. The event takes place on over 150 radio stations and this session will provide information and advice on how to best run the event on your radio station and maximize the excitement of the event for the benefit of your listeners and those involved in your station and community. Get ready to drop the needle and spin some wax!	Holiday Ballroom 3
3:30pm – 4:20pm	P	**WLOY Alumni Panel: Getting Jobs in Media** *Speakers: John Devecka, Katie Kazmierski, Bobby Trosset, Stephen E. Vanyo, Esq., Sheila Watko, Matt Weitzel* WLOY Alumni discuss their success in media and how they got their jobs in entertainment law, radio, TV, film and more.	Holiday Ballroom 1
3:30pm – 4:20pm	P	**Working with your University Administration** *Speakers: Greg Adamo, Joey Nardone, Patrick Ritter* Does it seem like your university administration doesn’t get the point of college media? You’re not alone. This panel will discuss the difficulties that may arise and strategies that are successful when dealing with administration.	Holiday Ballroom 2
3:30pm – 4:20pm	D	**Roundtable: TV/Video Production** *Speakers: Galen Perkins*	Johnson
4:00pm – 5:00pm	C	**Cybercast: North Carolina State University** Cybercast featuring Erie Mitchell and Maddie Jeanette, North Carolina State University. Listen online here.	Holiday Ballroom 6
9:00pm – 11:00pm	L	**Advisers Reception** *Speakers: Anabella Poland* For advisers only. Join the CBI Board and your peers while enjoying some snacks and beverages. Find out the room number at registration or ask any CBI board member.	President's Suite

[A] Awards [P] Panel [D] Roundtable [S] Session [E] Vendors

OCTOBER 29 • SATURDAY

9:00am – 9:50am	D	**Roundtable: Queer in Student Media** *Speakers: Teaghan Carter, Joanna Linares* Plenty of students are involved in college media for a sense of community, but what about our own identities we bring with us? Discuss with other students and staff how to balance and strengthen your authentic self, build and support queer initiatives and strengthen your student media community.	Johnson
9:00am – 9:50am	S	**Keeping Your Underwriting Copy Legal** *Speakers: David Oxenford* Commercial companies can be a source of funding for your station. Sponsors will want you to talk about them on the air, and in fact the law requires you to identify program sponsors. But you cannot promote them or their products. Explore the fine line between those concepts and learn the dos and don'ts of program underwriting announcements.	Holiday Ballroom 1
9:00am – 1:00pm	E	**Baltimore Record Bazaar** That's right, we're bringing the record store to you! Browse the crates and pick up a few new tunes as a Baltimore souvenir! Enjoy free coffee and dig for your favorite artists.	Holiday Foyer
10:00am – 10:50am	P	**Content Marketing and Growing Your Online Presence** *Speakers: Jordan Hernandez, John Devecka, Joelle Hernandez, Linton Hinds Jr* WLOY alumni talk about their experience growing brands and content marketing and how it can help you operation expand its reach. Jordan Hernandez, Associate Director of Content Marketing at Citizen Relations, Joelle Hernandez Senior Business Development Manager at Mediaplanet International, and Linton Hinds, CEO of Maroon Productions will talk about creating and managing brands and content from small campaigns to I Never Knew TV with more than 30 million YouTube views.	Holiday Ballroom 2
10:00am – 10:50am	P	**Legally Play Music and Pay Artists and Composers on your Radio Station, Webcast and More** *Speakers: Katie Beiter, David Oxenford, Jason Stoddard, Karyn Ablin* If your radio and/or web station plays music, it needs to pay royalties for the copyrights involved. If you have any confusion about what you need to pay and do to be legal and make sure the creators are paid, this session is for you. We will cover the facts and the current legal situation. Bring your questions!	Holiday Ballroom 1
10:00am – 10:50am	D	**Roundtable: Radio Tech** *Speakers: John Morris* Want to discuss the best ways to do remote and virtual broadcasts? Thinking about converting from analog to AOIP? Want to exchange tips and tricks with others using the same platforms you do? Come to this roundtable with the questions you want to ask and the expertise you want to share.	Johnson
11:00am – 11:50am	P	**Ask the Broadcast Lawyers** *Speakers: Sara Hinkle, David Oxenford, Karyn Ablin* Attorneys practicing broadcast and copyright law will be available to answer your questions concerning FCC rules, regulations and practices, as well as intellectual property and copyright laws that affect broadcasting. This is strictly a question-and-answer session, so come prepared with your questions.	Holiday Ballroom 1
11:00am – 11:50am	D	**Roundtable: Sales and Strategy** *Speakers: I Am Groot*	Johnson
11:00am – 11:50am	S	**How to Make it and Break it — Then Make it Again — in Hollywood** *Speakers: Rick Dunkle* Hollywood Veteran Rick Dunkle (University of Indianapolis) teaches you exactly how he went from flipping burgers at Dairy Queen in an Indiana town of 16,000 residents to writing and producing for one of the most successful franchises in television history ("Criminal Minds") in America's second largest city. He'll tell you what to do to get there, what not to do to stay there, and how to pull yourself back up if you stumble along the way.	Holiday Ballroom 2

1:00pm – 2:30pm	A	**National Student Production Awards** *Speakers: Sheila Watko* CBI salutes the best in student video and audio production during the presentation of the National Student Production Awards. The best in student media is being recognized for their work. Come to see and hear the best in student-produced media and/or to accept your award. Thank you to our summer judges and congratulations to the finalists!	Holiday Ballroom 4-5